

NEW BRANDS SUMMARY
CURRENTLY AVAILABLE DATA THROUGH WEEK ENDING 11/15/91

PM						COMPETITIVE		
NATIONAL/REGIONAL	VOLUME (MM)	RETAIL SHARE	SHIPMENT SHARE			NATIONAL/REGIONAL	SHARE	
			WEEK	4WK	CUME		RETAIL	MONTHLY SHIPMENT
Marlboro Medium	94.44	1.7 *	0.97	1.15	1.89	Camel Ultra Lights	0.4 *	0.1
Bristol	181.31	1.4 *	1.85	1.72	1.48	Misty	0.7 *	0.8
Bucks	23.51	0.4 *	0.24	0.28	0.48	Sterling (SG)	0.4 *	0.7
Cambridge Lowest	10.74	0.2 *	0.11	0.10	0.19	Bull Durham	0.3 *	0.3
Bristol Lowest (Reg 2)	1.06	0.1 *	0.05	0.08	0.12	Capri 120's	0.2 *	0.2
Commander (Reg 1,3,4,5)	3.36	0.1 *	0.04	0.03	0.08	Magna (SG)	0.6 *	0.7
						Camel 99	0.4 *	0.2
						Winston Ultra Box	0.2 *	0.1
<u>TEST MARKET</u>						<u>TEST MARKET</u>		
B&H De-Nic						Horizon		
Arizona	0.12		0.14	0.13	0.48	Atlanta	0.4 #	0.1
						St. Louis	0.4 #	0.1
						Dallas	0.6 #	0.1
Marlboro Ultra Lights						Dakota		
Indianapolis (B/W)	1.66		1.51	1.19	1.15	Houston (85's & 100's)	0.3 **	LT 0.1
Portland (R/C)	0.50		0.40	0.57	0.66	Nashville (85's & 100's)	0.2 #	0.1
Nashville (R/W)	0.58		0.75	0.86	1.19	Arizona (Slide Box 85's)		0.1
Bucks						Style		
Arizona	0.24		0.20	0.16	0.60	New Orleans (PV)	0.8 #	0.1
Birmingham	0.20		0.21	0.35	0.59	Newport Half Pack		
						Mississippi/Louisiana	0.7 *	0.2
						Belair (SG)		
						Maine	0.7 #	0.2

Retail Audit
 * New Nielsen
 ** Convenience Scanning

**** Scanning Supermarkets
 *** ICC

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